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To

Examiner: Lastra, Daniel

Group Art: 3622

From:

Jeff Proehl

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Other

RE:

Appl. No. 09/751,801

Filing Date: 12/29/00

Applicant: Leapman

Formal Response to OA mailed 1/11/05

Total Number of Pages (including cover sheet): 17 (Please call us as soon as possible if you do not receive all pages).

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Appln. No. 09/751,801  
Amendment dated March 21, 2005  
Reply to Office Action mailed January 11, 2005

**RESPONSE UNDER 37 CFR 1.116**  
**Expedited Procedure--Examining Group Art Unit 3622**

Attorney's Docket No. 24-0041  
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Appln. No. 09/751,801 )  
First Named Applicant: SCOTT D LEAPMAN )  
Filed: 12/29/2000 )  
For: SYSTEM AND METHOD FOR TARGETED ADVERTISING )  
TC/A.U.: 3622 )  
Examiner: Lastra, Daniel )  
Attorney: Jeffrey A. Proehl )  
Deposit Account No. 50-3041 )  
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**RESPONSE UNDER 1.116**  
**Expedited Procedure--Examining Group Art Unit 3622**

Sir:

In response to the final Office Action mailed January 11, 2005, and in order to place this case in condition for immediate allowance or in better form for appeal, applicant hereby requests the entry of the following amendment to the application:

**Amendments to the Specification: None.**

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper

**Amendments to the Drawings: None.**

**Remarks/Arguments** begin on page 10 of this paper.